Almost all companies use commercials and advertising to get the public to buy their products. Do you think that a good advertisement can convince people to buy a certain product (for example, one kind of cereal or a specific shoe brand?). Do ads always tell the truth? *Write your answer below.*

Candidates use advertising too, in order to convince voters to vote for them. As a future voter, it is your job to make sure that you are able to look critically at these ads, rather than just believing everything they say.

When looking at an advertisement…

You should pay attention to:

|  |  |  |  |
| --- | --- | --- | --- |
| Colors | Font | People | Photos/Videos |
| What effect can different colors have? | How does the font effect he message? | What types of people are pictured? How does that change the ad? | What images are portrayed and why? Effect? |

Obama’s Logo and Slogan

Logo: Draw it!

Slogan: Write it!

Stop and Think…

* What is the message Obama is trying to send to the voters with this logo and slogan? Restate it in your own words:
* Do you think his logo and slogan are effective? Why or why not?

romney’s Logo and Slogan

Logo: Draw it!

Slogan: Write it!

Stop and Think…

* What is the message Romney is trying to send to the voters with this logo and slogan? Restate it in your own words:
* Do you think his logo and slogan are effective? Why or why not?

Still Advertisements

|  |  |  |
| --- | --- | --- |
|  | Obama’s Ad | Romney’s Ad |
| Colors: |  |  |
| Font: |  |  |
| People: |  |  |
| Pictures: |  |  |
| Which advertisement do you think is more effective? Why? | | |

iPod Cases

Obama Romney

Imagine you are the campaign manager for Obama or Romney. What are you going to design for them? A keychain? Coffee mug? Toy helicopter? Create your own Obama or Romney paraphernalia in the box below.

**Television Commercials**

Colors:

Commercial Title:

People

Font:

Candidate:

Photo/Video

What is the overall message or main idea of the commercial?

What is your opinion of this commercial? After watching it, would you vote for this candidate? Why or why not?

**Television Commercials**

Colors:

Commercial Title:

People

Font:

Candidate:

Photo/Video

What is the overall message or main idea of the commercial?

What is your opinion of this commercial? After watching it, would you vote for this candidate? Why or why not?

**Television Commercials**

Colors:

Commercial Title:

People

Font:

Candidate:

Photo/Video

What is the overall message or main idea of the commercial?

What is your opinion of this commercial? After watching it, would you vote for this candidate? Why or why not?

**Television Commercials**

Colors:

Commercial Title:

People

Font:

Candidate:

Photo/Video

What is the overall message or main idea of the commercial?

What is your opinion of this commercial? After watching it, would you vote for this candidate? Why or why not?